



APRIL 2022/PRESS RELEASE

PININFARINA SEGNO APPOINTED AS FIFA WORLD CUP™ LICENSEE

pininfarina

limited edition

FIFA WORLD CUP™

FIFA™

Turin, 21 April 2022 - Pininfarina Segno signed a licensing agreement with FIFA, the international governing body of football to develop the **FIFA World Cup Trophy™** official licensed stationery and writing instrument collection.

Under the agreement, Pininfarina Segno will oversee the **design, production and sales of official FIFA licensed products**. The collection has been designed to feature the FIFA World Cup Trophy™ through a wide range of limited edition pieces that aim to enhance its style and myth. Customers can experience, share and collect these pieces to reminisce about all the euphoric and serotonin-rushing memories associated with this unique event, for a lifetime.

Commenting on the announcement, Davide Fabi, **Pininfarina Segno CEO** said "We are proud to start this

prestigious journey with FIFA creating Special Editions of our Writing instruments individually crafted by expert artisans. This new cooperation confirms our leadership in the design writing field".

Paolo Pininfarina, Chairman of the Pininfarina Group, said, "I am very pleased to announce the cooperation of Pininfarina Segno with FIFA, as "Official Licensed Product". Sport has always been close to our DNA; we strongly believe that the participation of Pininfarina Segno can be a way to convey creativity, craftsmanship skills developed over the years and timeless design".

The FIFA World Cup Qatar 2022™ is scheduled to take place from the 21st of November to the 18th of December 2022 across 8 stadiums hosting 32 teams. ▲



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ABOUT PININFARINA SEGNO

Pininfarina Segno represents the horizon of an innovative and unique scenario in the experience of writing. The creation of a timeless beauty, characteristic of Pininfarina design, and the continuous search for innovation are the motives behind this project. Pininfarina Segno combines cutting-edge technologies and craftsmanship skills to add a new chapter to the history of writing and

beyond. Signature is a laboratory for the development of excellence, bringing together, under the Pininfarina Segno project, objects created by Pininfarina design and a selection of Italian-made design brands, which stand out for their innovation, creativity and visions consistent with the values of Pininfarina.

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